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09/880,724	06/12/2001	David DeBusk	291508006US2	6097
25096	7590	11/29/2004	EXAMINER	
PERKINS COIE LLP PATENT-SEA P.O. BOX 1247 SEATTLE, WA 98111-1247			LASTRA, DANIEL	
			ART UNIT	PAPER NUMBER
			3622	

DATE MAILED: 11/29/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

**Office Action Summary**

Application No.

09/880,724

Applicant(s)

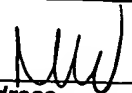
DEBUSK ET AL.

Examiner

DANIEL LASTRA

Art Unit

3622



-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 18 January 2002.
- 2a) ☐ This action is FINAL. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-65 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-65 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_.
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date \_\_\_\_\_.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: \_\_\_\_\_.

**DETAILED ACTION**

1. Claims 1-65 have been examined. Application 09/880,724 has a filing date 06/12/2001, is a continuation in part of 09/702,004 and Claims Priority from Provisional Application 60/167,060 (11/22/1999)

***Claim Rejections - 35 USC § 103***

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1-31 and 34-65 are rejected under 35 U.S.C. 103(a) as being unpatentable over Gupta et al (U.S. 6,487,538) in view of Wexler (U.S. 5,960,409).

As per claim 1, Gupta teaches:

A method in a computing system for assessing, for a selected advertiser and each of a plurality of candidate advertising outlets, a measure of the desirability of placing with the candidate advertising outlet one or more advertising messages for the selected advertiser, comprising, for each of the plurality of candidate advertising outlets:

identifying a plurality of users that have visited the candidate advertising outlet (see column 4, lines 26-36);

counting the number of identified users that have also performed a selected set of actions relative to the selected advertiser (see column 4, lines 26-36); and

Gupta fails to teach generating for the candidate advertising outlet a metric that compares the number of identified users to the number of counted users and constitutes

Art Unit: 3622

a measure of the desirability of placing with the candidate advertising outlet one or more advertising messages for the selected advertiser. However, Wexler teaches that a third-party on-line accounting system that accumulates and tabulates statistical information including the number of clicks on the advertiser banner, and data indicative of the effectiveness of the banner-publisher frequently-visited Web site as an advertising medium (see column 2, lines 20-62; column 5, lines 24-30). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that Gupta would use the Wexler system to collect, track and store user's on-line behavior and would use this stored data to determine how successful the placement of a particular advertisement in a particular Internet Publisher would be, in comparison of placing the same advertisement in a different Internet Publisher, as taught by Wexler. For example, if a particular advertiser places a particular advertisement in Publisher A and in Publisher B, and if 100 visitors visit Publisher A and 100 visitors visit Publisher B. Then suppose, that 75 visitors click-through to the particular advertiser's website in Publisher A but only 5 visitors click-through to the advertiser's website in Publisher B. Then, it would be obvious by using simple mathematics, such as dividing one number by another, that Publisher A would rank higher than Publisher B, in placing that particular advertisement for that particular advertiser. Therefore, it would be obvious that Gupta would track and store the online activities of the users and would use this store data to determine which publisher would do better than others in placing particular advertisements, as taught by Wexler.

As per claim 2, Gupta and Wexler teach:

The method of claim 1, further comprising:

analyzing the generated metrics; and

selecting a candidate advertising outlet on which to place one or more advertising messages for the selected advertiser based upon results of the analysis.

The same rejection applied to claim 1 is applied to claim 2.

As per claim 3, Gupta and Wexler teach:

The method of claim 1 wherein the candidate advertising outlet is a web publisher, and wherein visiting the candidate advertising outlet comprises requesting a page from the web publisher (see Gupta column 4, lines 26-36).

As per claim 4, Gupta and Wexler teach:

The method of claim 1 wherein the candidate advertising outlet is a selected portion of a web site, and wherein visiting the candidate advertising outlet comprises requesting a page from the selected portion of the web site (see Gupta column 4, lines 26-36).

As per claim 5, Gupta and Wexler teach:

The method of claim 1, further comprising selecting the selected set of actions in response to user input (see Gupta column 4, lines 26-36).

As per claim 6, Gupta and Wexler teach:

The method of claim 1 wherein the selected set of actions relative to the selected advertiser are interactions with a web site operated for the selected advertiser (see Gupta column 4, lines 25-45).

As per claim 7, Gupta and Wexler teach:

The method of claim 6 wherein the counting is performed based upon a review of a web log generated in serving the web site (see Gupta column 16, lines 47-61).

As per claim 8, Gupta and Wexler teach:

The method of claim 1 wherein the selected set of actions relative to the selected advertiser include requests for web pages of a web site operated for the selected advertiser (see Gupta column 4, lines 25-45).

As per claim 9, Gupta and Wexler teach:

The method of claim 1 wherein the selected set of actions relative to the selected advertiser include the operation of controls presented on a web site operated for the selected advertiser (see Gupta column 4, lines 25-45).

As per claim 10, Gupta and Wexler teach:

The method of claim 1 wherein the selected set of actions relative to the selected advertiser include retrieving information from a web site operated for the selected advertiser (see Gupta column 4, lines 25-45).

As per claim 11, Gupta and Wexler teach:

The method of claim 1 wherein the selected set of actions relative to the selected advertiser include ordering items from a web site operated for the selected advertiser (see Gupta column 4, lines 25-36).

As per claim 12, Gupta and Wexler teach:

The method of claim 1 wherein the selected set of actions impose an order in which at least a portion of the actions among the set must be performed (see Gupta column 4, lines 25-36).

As per claim 13, Gupta and Wexler teach:

The method of claim 1 wherein the candidate advertising outlets are web publishers (see Gupta column 4, lines 5-45).

As per claim 14, Gupta and Wexler teach:

The method of claim 1 wherein the candidate advertising outlets are Internet publishers (see Gupta column 4, lines 5-45).

As per claim 15, Gupta and Wexler teach:

The method of claim 1 wherein the candidate advertising outlets are electronic publishers (see Gupta column 4, lines 5-45).

As per claim 16, Gupta and Wexler teach:

The method of claim 1 wherein the metric is generated by dividing the number of counted users by the number of identified users. The same rejection applied to claim 1 is applied to claim 16.

As per claim 17, Gupta and Wexler teach:

A computer-readable medium whose contents cause a computing system to assess, for a selected advertiser and each of a plurality of candidate web publishers, a measure of the desirability of placing with the candidate web publisher one or more advertising messages for the selected advertiser by, for each of the plurality of candidate web publishers:

identifying a plurality of users that have visited the web publisher; counting the number of identified users that have also performed a selected set of actions at a web site operated for the selected advertiser, and generating for the candidate advertising

Art Unit: 3622

outlet a metric that compares the number of identified users to the number of counted users and constitutes a measure of the desirability of placing with the candidate web publishers one or more advertising messages for the selected advertiser. The same rejection applied to claim 1 is applied to claim 17.

As per claim 18, Gupta and Wexler teach:

A user characterization method performed in a computing system, comprising:

in response to user input, generating a specification of interactions that, when performed by a user on a subject web site, qualify the user as a member of a segment of the subject web site's users; and storing the generated specification for use in identifying users of the subject web site as members of the segment (see Gupta column 4, line 36 – column 5, line 16).

As per claim 19, Gupta and Wexler teach:

The method of claim 18, further comprising:

retrieving the stored specification and using the retrieved specification to identify users of the subject web site that are members of the segment (see Gupta column 5, lines 1-16).

As per claim 20, Gupta and Wexler teach:

The method of claim 19, further comprising:

counting the number of identified users that have also have visited a candidate advertising outlet; and

generating for the candidate advertising outlet a metric that compares the number of identified users to the number of counted users and constitutes a measure of



Art Unit: 3622

the desirability of placing with the candidate advertising outlet one or more advertising messages for the subject web site. The same rejection applied to claim 1 is applied to claim 20.

As per claim 21, Gupta and Wexler teach:

The method of claim 18 wherein the generated specification specifies interactions in which the user visits a sequence of web pages in a specified order (see Gupta column 4, lines 25-36).

As per claim 22, Gupta and Wexler teach:

The method of claim 18 wherein the generated specification specifies interactions in which the user visits one or more specified web pages within a specified time (see Gupta column 9, lines 34-50).

As per claim 23, Gupta and Wexler teach:

The method of claim 18 wherein the generated specification specifies interactions in which the user activates one or more visual controls on the subject web site (see Gupta column 4, lines 25-36).

As per claim 24, Gupta and Wexler teach:

The method of claim 18 wherein the generated specification specifies interactions in which the user purchases a product on the subject web site (see Gupta column 4, lines 25-36).

As per claim 25, Gupta and Wexler teach:

Art Unit: 3622

The method of claim 18 wherein the generated specification specifies interactions in which the user purchase at least a minimum number of products on the subject web site (see Gupta column 4, lines 25-52).

As per claim 26, Gupta and Wexler teach:

The method of claim 18 wherein the generated specification specifies interactions in which the user purchases at least a minimum total value of products on the subject web site (see Gupta column 4, lines 25-52).

As per claim 27, Gupta and Wexler teach:

The method of claim 18 wherein the generated specification specifies interactions not completed by the user on the subject web site (see Gupta column 4, lines 25-52).

As per claim 28, Gupta and Wexler teach:

The method of claim 18 wherein the generated specification specifies interactions in which the user selects a product for purchased whose purchase is not completed within a selected period of time (see Gupta column 9, lines 35-51; column 4, lines 26-36).

As per claim 29, Gupta and Wexler teach:

The method of claim 18 wherein the generated specification specifies interactions in which the user visits one or more pages of the subject web site on a specified day (see Gupta column 4, lines 25-36).

As per claim 30, Gupta and Wexler teach:

The method of claim 18 wherein the segment in which the generated specification qualifies a user for membership is a segment whose population an operator of the subject web set wishes to expand via advertising (see Gupta column 4, lines 36-65).

As per claim 31, Gupta and Wexler teach:

The method of claim 18 wherein the segment in which the generated specification qualifies a user for membership is a segment whose members' behavior an operator of the subject web site wishes to modify via advertising (see Gupta column 4, lines 26-65).

As per claim 34, Gupta and Wexler teach:

One or more computer memories collectively containing an activity specification data structure, comprising one or more indications of actions that must be performed relative to a subject web site in order to perform a selected activity,

such that the contents of the data structure may be compared to actions performed by a particular user to determine whether the user performed the activity with respect to the subject web site,

and such that such determinations may be used to count the number of users performing the selected activity who also visited a selected advertising outlet. The same rejection applied to claim 1 is applied to claim 34.

As per claim 35, Gupta and Wexler teach:

One or more computer memories collectively containing an advertising outlet inclination data structure, the data structure containing information indicating, for a

selected advertiser having a web page and each of a plurality of candidate advertising outlets, the fraction of visitors to the candidate advertising outlet that also completed a selected sequence of actions relative to the selected advertiser web page,

such that the contents of the data structure may be used to select a candidate advertising outlet on which to place an advertising message for the selected advertiser.

The same rejection applied to claim 1 is applied to claim 35.

As per claim 36, Gupta and Wexler teach:

A method in a computing system for performing differential advertising for a selected advertiser having a web site, comprising, for each of a plurality of publishers: identifying a plurality of users that have visited the publisher; establishing a first count of the number of identified users that have also performed a first set of actions relative to the web site of the selected advertiser, the first set of actions being typically performed by a first segment of users of the web site of the selected advertiser;

establishing a second count of the number of identified users that have also performed a second set of actions relative to the selected advertiser, the second set of actions being typically performed by a second segment of users of the web site of the selected advertiser;

generating for the publisher a first metric that compares the number of identified users to the first count of users and constitutes a measure of the desirability of placing with the publisher an advertising message for the selected advertiser intended for members of the first segment of users; and

generating for the publisher a second metric that compares the number of identified users to the second count of users and constitutes a measure of the desirability of placing with the publisher an advertising message for the selected advertiser intended for members of the second segment of users. The same rejection applied to claim 1 is applied to claim 36.

As per claim 37, Gupta and Wexler teach:

The method of claim 36, further comprising:

selecting one or more publishers whose first metrics are the highest for placement of an advertising message intended for members of the first segment of users; and

selecting one or more publishers whose second metrics are the highest for placement of an advertising message intended for members of the second segment of users. The same rejection applied to claim 1 is applied to claim 37.

As per claim 38, Gupta and Wexler teach:

The method of claim 36, further comprising repeating the establishing and identifying for a third set of actions being typically performed by a third segment of users of the web site of the selected advertiser (see Gupta column 4, lines 25-60).

As per claim 39, Gupta and Wexler teach:

The method of claim 36 wherein the first set of actions are purchasing products from the selected advertiser only in a single product category, and wherein the second set of actions are purchasing products from the selected advertiser in multiple product categories (see Gupta column 4, lines 26-45).

As per claim 40, Gupta and Wexler teach:

A method in a computing system for assessing, for an advertiser and a selected candidate advertising outlet, a measure of the desirability of placing with the candidate advertising outlet one or more advertising messages for the selected advertiser, comprising:

identifying a set of consumers that have visited the candidate advertising outlet; selecting consumers among the identified set of consumers to which the advertiser wishes to advertise; and

generating a measure of the usefulness of advertising at the selected candidate advertising outlet by comparing the number of selected consumers to the number of identified consumers. The same rejection applied to claim 1 is applied to claim 40.

As per claim 41, Gupta and Wexler teach:

The method of claim 40 wherein generating a measure of the usefulness of advertising at the selected candidate advertising outlet includes dividing the number of selected consumers by the number of identified consumers. The same rejection applied to claim 1 is applied to claim 41.

As per claim 42, Gupta and Wexler teach:

The method of claim 40 wherein the method is repeated for each of a plurality of candidate advertising outlets. The same rejection applied to claim 1 is applied to claim 42.

As per claim 43, Gupta and Wexler teach:

The method of claim 42, further comprising selecting a candidate advertising outlet among the plurality of candidate advertising outlets having the highest measure. The same rejection applied to claim 1 is applied to claim 43.

As per claim 44, Gupta and Wexler teach:

The method of claim 40 wherein consumers among the identified set of consumers are selected if they are known to have visited an outlet of the advertiser (see Gupta column 4, lines 26-36).

As per claim 45, Gupta and Wexler teach:

The method of claim 40 wherein consumers among the identified set of consumers are selected if they are known to have visited a web site of the advertiser (see Gupta column 4, lines 26-36).

As per claim 46, Gupta and Wexler teach:

The method of claim 40 wherein consumers among the identified set of consumers are selected if they are known to have visited a web presence of the advertiser (see Gupta column 4, lines 26-36).

As per claim 47, Gupta and Wexler teach:

The method of claim 40 wherein consumers among the identified set of consumers are selected if they are known to have a history of responding to a certain type of advertising message (see column 6, lines 24-31).

As per claim 48, Gupta and Wexler teach:

The method of claim 40 wherein consumers among the identified set of consumers are selected if they are known to have a selected demographic attribute (see column 6, lines 23-45).

As per claim 49, Gupta and Wexler teach:

The method of claim 40 wherein consumers among the identified set of consumers are selected if they are known to reside in a set of one or more zip codes (see Gupta column 5, lines 15-35).

As per claim 50, Gupta and Wexler teach:

The method of claim 40 wherein consumers among the identified set of consumers are selected if they have exhibited a selected web browsing pattern (see Gupta column 23-31).

As per claim 51, Gupta and Wexler teach:

The method of claim 40 wherein consumers among the identified set of consumers are selected if they have exhibited a selected purchasing pattern (see Gupta column 6, lines 23-45).

As per claim 52, Gupta and Wexler teach:

The method of claim 40 wherein the selected customers have visited a portion of a web site corresponding to the selected candidate advertising outlet (see Gupta column 6, lines 23-45).

As per claim 53, Gupta and Wexler teach:



A computing system for assessing, for an advertiser and a selected candidate advertising outlet, a measure of the desirability of placing with the candidate advertising outlet one or more advertising messages for the selected advertiser, comprising:

- a customer identification subsystem that identifies a set of consumers that have visited the candidate advertising outlet;

- a customer selection subsystem that selects consumers among the identified set of consumers to which the advertiser wishes to advertise; and

- a rating subsystem that generates a measure of the usefulness of advertising at the selected candidate advertising outlet by comparing the number of selected consumers to the number of identified consumers. The same rejection applied to claim 1 is applied to claim 53.

As per claim 54, Gupta and Wexler teach:

A method in a computing system for assessing, for an advertiser and a selected candidate advertising outlet, a measure of the desirability of placing with the candidate advertising outlet one or more advertising messages for the selected advertiser, comprising:

- obtaining a first set of person identifiers corresponding to people previously reached by the selected candidate advertising outlet;

- obtaining a second set of person identifiers corresponding to people among a target advertising audience for the advertiser; and

generating a measure of the usefulness of advertising at the selected candidate advertising outlet by determining the extent of overlap between the first and second set of person identifiers. The same rejection applied to claim 1 is applied to claim 54.

As per claim 55, Gupta and Wexler teach:

The method of claim 54 wherein the method is repeated for each of a plurality of candidate advertising outlets. The same rejection applied to claim 1 is applied to claim 55.

As per claim 56, Gupta and Wexler teach:

The method of claim 55, further comprising selecting a candidate advertising outlet among the plurality of candidate advertising outlets having the highest measure. The same rejection applied to claim 1 is applied to claim 56.

As per claim 57, Gupta and Wexler teach:

The method of claim 54, further comprising storing each person identifiers obtained among the first or second sets on a computer system corresponding to the person identifier (see Gupta column 5, lines 1-16).

As per claim 58, Gupta and Wexler teach:

The method of claim 54 wherein the candidate advertising outlet is a set of one or more web pages, and wherein the obtained first set of person identifiers are person identifiers received for persons visiting one or more of the web pages of the set of web pages (see Gupta column 6, lines 10-45).

As per claim 59, Gupta and Wexler teach:

The method of claim 54 the obtained first set of person identifiers correspond to people to whom the advertiser wishes to advertise (see Gupta column 6, lines 23-45).

As per claim 60, Gupta and Wexler teach:

The method of claim 54 the obtained first set of person identifiers correspond to people having traits favored by the advertiser (see Gupta column 6, lines 24-45).

As per claim 61, Gupta and Wexler teach:

The method of claim 54 the obtained first set of person identifiers correspond to people having demographic traits favored by the advertiser (see Gupta column 6, lines 24-45).

As per claim 62, Gupta and Wexler teach:

The method of claim 54 the obtained first set of person identifiers correspond to people having web browsing traits favored by the advertiser (see Gupta column 6, lines 24-45).

As per claim 63, Gupta and Wexler teach:

The method of claim 54 the obtained fast set of person identifiers correspond to people having purchasing traits favored by the advertiser (see Gupta column 6, lines 24-45).

As per claim 64, Gupta and Wexler teach:

The method of claim 54 the obtained first set of person identifiers correspond to people having advertising response traits favored by the advertiser (see Gupta column 6, lines 24-45).

As per claim 65, Gupta and Wexler teach:

A computer-readable medium whose contents cause a computing system to assess, for an advertiser and a selected candidate advertising outlet, a measure of the desirability of placing with the candidate advertising outlet one or more advertising messages for the selected advertiser, by:

obtaining a first set of person identifiers corresponding to people previously reached by the selected candidate advertising outlet;

obtaining a second set of person identifiers corresponding to people among a target advertising audience for the advertiser; and

generating a measure of the usefulness of advertising at the selected candidate advertising outlet by determining the extent of overlap between the first and second set of person identifiers. The same rejection applied to claim 1 is applied to claim 65.

***Claim Rejections - 35 USC § 102***

3. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

Claims 32 and 33 are rejected under 35 U.S.C. 102(e) as being anticipated by Gupta et al (U.S. 6,487,538).

As per claim 32, Gupta teaches:

A user characterization computing system, comprising:

a specification generation subsystem that generates a specification of interactions in response to user input that, when performed by a user on a subject web site, qualify the user as a member of a segment of the subject web site's users (see column 4, line 26 – column 5, line 35); and

a storage device on which the generated specification is stored for use in identifying users of the subject web site as members of the segment (see column 4, line 26 – column 5, line 35).

As per claim 33, Gupta teaches:

The computing system of claim 32, further comprising a segment membership identification subsystem that retrieves the stored specification from the storage device and uses the retrieved specification to identify users of the subject web site that are members of the segment (see column 4, line 26 – column 5, line 35).

### ***Conclusion***

4. Any inquiry concerning this communication or earlier communications from the examiner should be directed to DANIEL LASTRA whose telephone number is 703-306-5933. The examiner can normally be reached on 9:30-6:00.

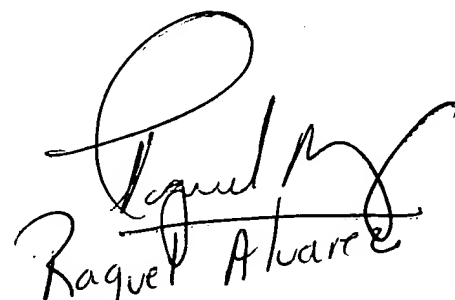
If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, ERIC W STAMBER can be reached on 703-305-8469. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Art Unit: 3622

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

DL

Daniel Lastra  
November 23, 2004

  
Raquel Alvarez  
Primary Examiner  
AU 3622